

## **The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in THE CITY OF WICHITA, KS**

The *Arts & Economic Prosperity IV* study provides compelling new evidence that the nonprofit arts and culture are a \$66.2 million industry in the City of Wichita—one that supports 2,006 full-time equivalent jobs and generates \$6.5 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$37.1 million each year, leverage a remarkable \$29.1 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

By proving that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity IV* lays to rest the misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life—they also invest in their economic well-being.

This report shows conclusively that **the arts mean business in the City of Wichita!**

<b>Total Impact of the Nonprofit Arts and Culture Industry</b> (Expenditures by <b>both</b> organizations <u>and</u> audiences)	
Total Direct Expenditures	\$66,157,686
Full-Time Equivalent Jobs	2,006
Resident Household Income	\$50,049,000
Local Government Revenue	\$3,392,000
State Government Revenue	\$3,069,000

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The impact of spending by nonprofit arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most industries, the nonprofit arts and culture leverage significant event-related spending by their audiences. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

<b>Impact of the Nonprofit Arts and Culture Organizations</b>	
Total Direct Expenditures	\$37,094,163
Full-Time Equivalent Jobs	1,066
Resident Household Income	\$30,509,000
Local Government Revenue	\$1,547,000
State Government Revenue	\$1,539,000

<b>Impact of the Nonprofit Arts and Culture Audiences</b>	
Total Direct Expenditures	\$29,063,523
Full-Time Equivalent Jobs	940
Resident Household Income	\$19,540,000
Local Government Revenue	\$1,845,000
State Government Revenue	\$1,530,000

<b>Event-Related Arts and Culture Audience Spending</b>		
	<b>Residents*</b>	<b>Non-Residents*</b>
Attendance	1,409,764	492,752
Percent of Total	74.1%	25.9%
Per Person Average	\$11.64	\$25.68
Total Spending	\$16,409,652	\$12,653,871

<b>Average Dollars Spent Per Person by Arts Attendees</b>	
Refreshments/Snacks At Event	\$1.11
Meals Before/After Event	\$7.37
Souvenirs and Gifts	\$1.64
Clothing and Accessories	\$0.92
Ground Transportation	\$1.52
Event-Related Child Care	\$0.23
Overnight Lodging (one night only)	\$1.31
Other/Miscellaneous	\$1.15
Total Per Person Spending	\$15.25

\* Residents live within Sedgwick County;  
Non-residents live outside that area.

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